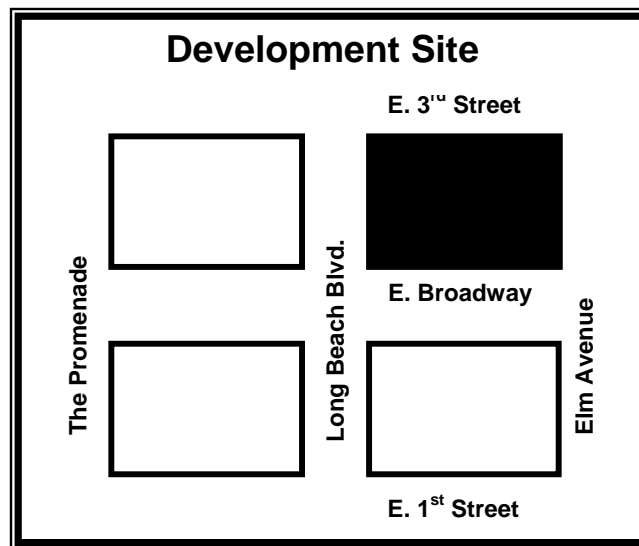


Discussion Questions and Responses

Broadway Block Community Meeting

June 22, 2006



1) Three most significant successes in the East Village during the past 5 years.

- Raised public (worldwide) awareness of Long Beach & its contribution to art; monthly art walks; popular seasonal events
- Sidewalk art; tree plantings; art "sound"
- Cultural events such as "art walk"; overall safety improvement; artist community developed
- Increase in active businesses that are open longer hours into the evening
- Open studios; tour de artists
- Improvements of store fronts & facades; open air events such as art walk; cleaner environment
- Last Saturday EVAD event; KOO's; 2nd City Council Art Gallery
- Connection with the arts; clean walkable streets
- Nice shops have gone up; new retail shops
- Strong community; identity as arts district; Utopia
- Renovated buildings; second Saturday; new galleries
- Improved neighborhood appearance; increased businesses; increased market values of properties
- New retail; clean up of derelict buildings
- Angle parking on streets; Utopia restaurant; art festival
- Utopia; small town feel; small independent shops
- Tour De Artistes; Soundwalk; there are places to eat and drink
- Public art; small businesses; galleries & art events
- Breadlind rehab; new grocery store; streetscape improvements
- Koo's Art Center; Tour De Artistes; Soundwalk
- Soundwalk; free standing sculptures; revitalization/ new buildings
- Less crime; more residential units; better quality of life in general
- Safer; cleaner; increase in neighborhood retail & coffee shops
- Eclectic retail & art; developing the area as a destination; marketability
- Public art including; street façade on 1st Street and Broadway; bus stops, public art; Saturday events
- Renovation of structures; new artist residence; tourism
- Art Walks
- Small coffee shops
- Public art in the area; new art galleries & businesses; art walks
- East Village Association has jelled in becoming a significant voice for the areas future; impact of light rail in the area
- Rehabilitation of historic buildings; public art along side walks; art walk activities
- Tour De Artistes events to bring people into the district
- Second Saturdays; Tour De Artistes; coming together of the arts community
- Art tours; more restaurants; more galleries; a destination of excellence
- Public art; façade improvements; city place access
- Sculpture garden; live/work ordinance

- Property value increases; more public art; safer environment
- Angle parking; my unit;
- Façade improvements
- Improved retail occupancy
- Entertainment; mix-use/live work & affordable housing; high quality art center
- Grand Prix attendee accommodations; Shades of Africa and neighborhood stores
- Affordable condo's; art festival on Linden; less crime but more homeless
- Commercial filming; revenue parking; Albertson's
- Progress of the Art Exchange; quality of life; retail and properties have improved
- Refacing 1st Street; building artists lofts
- East Village survived budget cuts; East Village is where many artists want to be; retail occupied
- Less crime; artist live/work lofts;
- Shades of Afrika
- Small independent retail & restaurants
- Increase of movie/ commercial filming
- Basement Lounge; preservation of historic buildings; art galleries
- Sustained unique retail
- Safer streets; public art
- New businesses
- East Village Guide for Development; launching & continuation of "2nd Saturdays"; Art Exchange concept
- Streetscape; in-fill development; art galleries
- Improvements of Area
- Public Art
- City Place
- EVA
- Historic Building Restoration
- Safer Environment/Lower Crime
- Tree Plantings
- New Businesses
- Community Events
- Art Gallery

2) Three most significant uses or improvement that would benefit the East Village in the future.

- Good music; good restaurants; quality services for residents such as Whole Foods
- Fruition of Art Exchange concept; partnership with LBUSD to coordinate art internships for students
- More support from citizens; Art Exchange completion; stronger arts leadership

- Affordable housing
- Affordable artist housing and work space; consistent marketing plan; business assistance
- Satellite facility for Long Beach Museum with Art Exchange; live/work studio's, more restaurants & retail
- More working artists; dynamic atmosphere; arts related anchor
- Artists work space; promenade through art complex; major gallery
- Professional artists; galleries; community event venue
- Mid-high end retail; increase police presence to upgrade demographics; better restaurants
- Open space; high quality architectures; pedestrian friendly environment
- Quality restaurants; high quality retail; less commercial businesses
- Available and affordable parking; strong marketing campaign, must be thought of as the place to go
- Entertainment permit regulation restructuring; parking solution (involve public transit); educational art center partnered with CSULB that includes visual, performing, media
- Big full trees; pocket park; community art
- High density housing that serves a range of incomes; catalytic art venue; ground floor retail & below grade parking
- Subsidized live/work studios for emerging artists; bicycle lanes; extended retail hours
- Retaining village character; pedestrian connection to Pine Ave.; art & cultural anchor
- Art school; less homeless
- More cultural events; recognize existing East Village residents; don't building on every open spot
- Art Exchange; parking; convention city; cruises conventions
- Active pedestrian streetscape, low-mid rise vertical articulation, for sale housing
- Art Exchange; public art; artist live/work studios
- Mixed-use development; live/work studios; concentrated art center
- More artists lofts; a link with MOLA; Art Exchange
- Affordable housing; services for the homeless
- Unique artists boutiques
- Weekly/ weekend/ week night events
- Homeless centers; DTLBOA holding up their end of their purpose
- Hands on art forums (drums, clay, was etc.); parking; weekly events
- Facilities for the arts & culture
- Parking; tall buildings; mixed-use development & low to moderate income housing
- More artists live/work studios; more gallery space; more parking
- Multi-functional arts complex (education, galleries, retail); mixed-use development of surface parking lots
- Financial numbers; public services; promotion of East Village

- Tour De Artistes; Soundwalk
- Dog shops or animal store; more coffee shops; extend Passport Buses into the East Village
- Parking; green space; art center; live/work studio space
- Recycle the Von's site; open space & public art; improve parking situation
- Affordable gallery space for artists; a much better "art walk"; real galleries
- Southern California marketing campaign to draw locals to Long Beach; connection to Downtown & Belmont Shore
- Comprehensive walking map of area; public park with a fountain; soda fountain; bathrooms
- More public art; more artists; more art related events
- Affordable housing; include all community member participation
- Increase in diversity and culture; more opportunity to educate children regarding the arts; improve the neighborhoods surrounding the East Village
- Improve/more art galleries; more public art; gallery managed by non-profit with exhibitions & education programs
- Good retail & restaurants; redevelop Von's; parking
- Some how deter homeless; dog area to play
- Art & business center; generate publicity; coordinated outreach
- Artists living within the East Village; more artists working on site in the East Village; café's, restaurants and pedestrian activity
- Art/craft facility; art gallery with working artists facilities; continued community support
- Art Exchange; connectivity to Pine Ave.; turn some of residential units along Broadway into commercial units
- Affordable housing for those who make less than \$30,000 annually
- Public transportation; shuttles from other areas of Long Beach
- More performance art events; more street fairs; upscale businesses
- Art center; high density housing; great area
- More retail; more moderate restaurants; more street entertainment
- Dense infill development; mixed-use development; underground parking
- Affordable live/work space for artists; major art facility as anchor; public art gallery or museum
- Modify existing municipal entertainment permit rules to more closely match San Diego; regional marketing support; public transit focus
- Arts; housing; entertainment
- Parking; artist lofts/ housing; galleries
- Art museum; more live/work units; tear down grocery store on Broadway & replace with supermarket with lofts above
- Cultural/ arts center; stronger art programming; more public art
- Green space; safe neighborhoods; affordable housing
- What's Needed
- Affordable Housing
- Artist Lofts

- MOLA
- Mixed-Use
- For Sale Housing
- Parking
- Connection to East District and other areas within City
- Arts School
- Parking Solutions
- Uniform Voice for EV (whole district)
- Walking Tours
- More restrooms, fountains, park space-pedestrian environment
- More Artist to build Arts District
- Better Dining
- Promote East Village
- International Artists

3) Should the Broadway Block be developed for art-related uses (yes/no) and, if so, what are the three most important uses that should be included?

YES=59

NO=0

- Art; the business of the arts; promoting the arts
- Affordable retail; public transportation
- Museums; galleries
- Satellite gallery of museum or Art Council; retail space for art; art activities and festivals
- Art education facilities; artist facilities; facilities for public art
- Art Exchange; art study for students; tourist attraction and art shops
- Art related retail; performing arts
- Multiple uses including housing, restaurants and galleries
- Visitor amenities, water fountain, restrooms
- Artist's workspace/ gallery space; a single building concept that showcases various artists
- Artists studio lofts; education facilities; cultural diversity focal point
- Long Beach Art Museum; craftsmen studios; design related businesses
- Artist live/work; major exhibition space; university satellite art space
- Parking; mixed-use; tall buildings
- Mixed-use development; independent residential units; pedestrian friendly block
- Keep book store; artist live/work units; parking; classrooms
- Service businesses for local residents; outdoor gallery; retail
- Cultural arts; education; economic development
- Galleries; workspace; crafts and fine art
- Community art center with gallery and artist studios
- Include affordable housing

- Promotional activities for art sales; introduction of current art institutions from the City
- Art uses; affordable housing
- Galleries open to the public; work spaces for artists; programs for a wide spectrum of the community
- Art school; interior design stores; fabrics; studios for rent
- Arts related; art museum; art education; art workshop
- To see artists at work; educational space; galleries
- Theatre; galleries; artists lofts
- Subsidized live/work studios for emerging artists; art workshops; art galleries
- Galleries; studios; school
- Educational art program; arts organization offices (Arts Council); arts facilities center around the future of an industry such as multi-media
- Education; entertainment
- Artists live/work complex; galleries; art school
- Parking; community based programs
- Art studios; art education; art events
- Active art space (glass blowing, sculpture); children's art school/camp; coffee house with art display & music venue
- Exhibit space, museum space
- Art school; art studios
- New media art development; public/private educational and corporate partnership; existing museums
- Cultural center; learning facility; live/work for artists
- Also should include retail shops
- Galleries, classrooms, art center link with an education organization
- Art forum on drums, clay, wax etc.; weekly events
- Affordable artist housing
- Public spaces; art education including: music, visual, dance; revenue generating; art related retail
- Artist stalls; artists workshops; public art classes
- Must coordinate with existing businesses and activities
- Art museum; more live/work units;
- Art Exchange; quality residential; open space
- Studios; education/ classes; galleries and exhibit space
- Focus on art; additional museums; historical society
- Art complex; hotel; iconic for Long Beach, attract tourists
- Artist live/work studios; art galleries
- Media center to coordinate art and media production
- CSULB Museum
- Art galleries; artists workshops; multi purpose rooms
- Education; fashion; interior design
- Studios; education; galleries

- But not 100% for the arts; galleries; education facilities; retail; and non arts related
- Nature of Block/Uses
- Studios
- Galleries/Sell Art
- Education Opportunities
- CSULB
- Media Center
- Residential
- Retail
- Mixed Uses vs 100% Art
- Hotel
- Historic Building/Asset
- Affordable Housing for Artist
- Park/Art Shows
- Youth Hostel
- LBMA
- Events
- CSULB/City College Partnership
- International Artists

4) Three non-artist related uses that should be developed in the Broadway Block.

- Small retail & service businesses
- Café; educational/classroom/ pedestrian/ outdoor landscaped areas
- Housing; entertainment
- Visitor amenities, water fountain, restrooms
- Café; restaurants; boutiques
- Affordable housing; open/ park space for the community
- Parking; media projection; educational resources
- Affordable housing; activity center for children
- Affordable housing; green space
- Residential; office; LBCC extension classes like UCLA
- Retail; open space; community gallery
- Diversity; community center; meeting space
- History museum related to Long Beach
- Boutiques
- High end retail; café; parking
- High density housing; open space; Grand Prix Museum
- Parking; art supply stores
- Mid-high end retail; residential
- Residential; retail
- Art supply; craft items for sale; kitchen items for sale
- Housing; mixed-use residential, galleries

- Open space; public access for community events
- Restaurants; retail; pocket urban parks
- None
- None
- Affordable housing for artists; art-related small businesses; café's
- Education; fashion; interior design
- Restaurants; mid-high end retail; entertainment
- Technical assistance for businesses; transportation facility; tourist facilities
- Solar energy rooftops
- Parking; public transportation; residential; small retailer such as Trader Joe's
- Community meeting space
- No other use- only art related
- High-end furniture retailer; high-end retail
- Mixed-use high density; pocket park; grocery store
- None
- Parking; retail; residential
- Live/work housing; mix-use; open space; below grade parking
- Parking
- Restaurants; book store; community space
- Museum; restaurants; park
- Affordable housing
- None
- Restaurants
- Retail; senior or low income housing; parking structure
- Live/work units; retail
- Housing; plaza; restaurants
- None
- Restaurants
- Residential; community activities
- Meeting hall; no parking
- Keep acres of book and camera store
- Residential; tourist facilities; museum
- Better grocery store; residential; café; designer businesses
- Affordable housing
- Parking; mix-use; tall buildings
- Affordable housing
- None
- None except for restaurants
- Retail; restaurant, mix-use development
- Residential; open space; youth hostel
- Modern Furnishing/Clothing Fashion Design
- Housing
- Pocket Park
- Retail/Trader Joe's

- Parking
- Meeting Hall
- Signature Building/Top 10 Floors Pay for Art Exchange

5) Should the Broadway Block include housing for artists, if it requires a subsidy?

YES= 24

No= 20

Additional opinions and comments:

- Yes, equity sharing
- No, unrealistic
- No, land costs are too expensive
- Depends on professional level of the artists
- Yes, for students in an art program
- Yes, priority to Long Beach residents
- Yes, on penthouse and upper floors only
- Fair market and some affordable
- Yes, if artists are low income
- Okay, but not taxpayers
- Yes, but limited
- Yes, based on income of artists
- Yes, Building Green to subsidize
- No, Subsidy too Large- Housing too Expensive
- Yes, Affordable housing Developer
- No, Not For this project other areas are more appropriate within city
- Yes, Artists "Only"
- Yes, Incentive High profile Artists to area

6) Three ideas to assure that development of Broadway Block is compatible and complements other uses in the Arts District.

- Common courtyard, architecture, parking
- Gardens
- Do not try to make building conform to existing area buildings
- Public art; pedestrian linkages; character of the East Village
- Substantial parking; open space; "small" feeling architecture, non-monolithic
- Not too tall, no loud colors; not too many balconies
- Individual buildings not mega structures; step down height on eastside with taller buildings on L.B. Blvd.
- Development needs to be as open as possible
- Smaller urban scale; podium scale at the street
- Design guidelines; establish board/ committee
- Public space; public parking; relevant cultural resources
- Use of street art; hardscape; landscape
- Art and boutique retail

- Partnerships with local bookstores, art galleries, art supply stores
- Connectivity via open space; ground floor activity; signature buildings
- Streetscape; signage; compatible but variable building height
- Involvement of public art committee; East Village community groups in decision making for use of Broadway Block
- Pedestrian walkways; public art; architectural connections
- Housing should be a common factor with related retail
- Link to Pine Ave.; architectural connection
- Scale of district; parking & pedestrian use friendly
- Identify objective articulated in the EV Guide for Development; create non-profit
- I have no ideas, I think you already have it
- Form a citizen commission, made up of artists and businesses- must be all volunteers no appointees
- This is a design issue and should be left to the architects to deal with
- RDA must take active role regarding the façade and quality of construction; not introduce stores which are presently represented in the East Village or City Place
- Good urban design; scale down to East Village size; outdoor art
- That all 3 projects really integrate with the community, culturally, economically etc.
- Similar architecture to other new developments; adequate parking
- Use of natural elements; a design to start a new trend which is only for Long Beach
- Walking paths; cohesive treatments
- Pedestrian friendly; visually creative; arts related activities
- Signage; architecture; mix-use development
- Parking
- Involve local artists; architects and community in design of Broadway Block
- Art museum
- Art deco building; parking; parking
- Leave Broadway alone
- Give block a "theme"
- Public outreach; study session
- Structure that is built to the curb, architectural similarity with existing buildings
- Innovative architecture
- Open space
- Alley connections should be covered; walkways
- Village like atmosphere; mix-use
- Mixed-use, public space; no chain retail
- Quality development; Art Exchange
- Parking; green space; artistic design
- Reduce parking requirements; open space
- Open space

- Residential, galleries; mix-use
- Control commercial space; public art; walkways
- Restrict uses and density
- Develop Alleys/with Art walkways
- Better Transportation within the East Village
- AE integrated into Development with Developer

7) Three ideas to assure that Arts-Related Uses in the Broadway Block can be economically viable, assuming that neither the City or Agency can provide subsidies?

- Underground parking, retail tenants, hotel
- Parking, events, government funding
- Add a CAM fee to businesses, solicit grants, solicit philanthropic projects
- Create governing board with members of EVA, Arts Council, RDA, City of Long Beach
- Charge non-profit organization to manage the facility and be accountable
- Have a sound business plan, run it by professionals
- Adequate parking
- Create partnerships with private non-profits
- Charge for school, fee for displaying art, pay to park
- The developers have their own financing
- Develop a economic development corp. that creates on-site revenue
- Has to be self sustaining- no City money, 80% foundation 20% grants
- Non-profit management, association to address common issues, marketing etc.
- Partner with other art communities
- Allow required public art funds to be used for this purpose
- Employ live-in artists to provide maintenance work, artists provide classes to generate revenue, keep a percentage all art sold in galleries
- Get a DHS grant & call it a "staging area"
- Must be self-sustaining, blocks must be partnered with each other, create oversight board
- Federal grants, LBDD satellite campus
- Grants, tax credits
- Non-profit to be formed to specifically seek and distribute funding
- Restore architecture to significant buildings
- Underground parking fees, hotel, mixed-use retail/residential
- Follow well thought out "art exchange" concept
- Grants, keep a percentage of all art sold in galleries
- Do what's possible to keep land costs reasonable, allow density bonuses
- Attract prove successful art related businesses & art museums
- Good art
- State assisted funding
- City should assist in the promotion of the art center

- Foundational support, transit occupancy tax, redevelopment/ community development
- University art museum pays for itself
- Rent art shops, charge for classes, charge for tours, charge for art shows
- An art exchange would be self sustaining from tourist purchases
- Some type endowment
- Subsidize with HOA dues, parking revenue, low acquisition costs
- Involve CSULB, management should be established arts organization, public/private partnerships
- Make the production of solar energy required, get money for sale of energy credits & subsidies to build it
- Make this a green building to minimize on going operation costs
- Include Long Beach Arts Council
- Build on the success of the LB art museum and the money that the City already contributes to them
- Strong leadership, professional artists, high caliber exhibitions
- Be open to international artists
- Use 1% of the arts
- Incorporate the university as a partner
- Expand art work for economic opportunities, promote artwork, gallery spaces
- Community celebrations, public transportations, build green
- Developer contribution, non-profit foundation fund raising, combine market rate unit (inclusionary)
- Saturday night art festival, pass port coffee shop, new galleries
- Each artist sells art on e-bay and contribute into a fund like a condo HOA
- Commercially viable art uses, self sustaining uses, work with LB arts council & CSULB
- Partnerships/Clearinghouse
- Media Funds
- EBay Art Exchange
- Bring together existing schools/entities to build revenue (Arts Council/Mgmt)
- Master HOA

8) Are there any important historic building or properties that should be preserved?

- Yes, Acres of Books should be retained, also bldg. On Elm & 3rd renovated
- Not very important, façade preservation is fine
- Preserve it in pictures and video, then remove
- No
- Yes
- Yes, Acres of Books should be retained, also bldg. On Elm & 3rd renovated
- Acres of Books must be integrated into project
- Acres of Books and Terry's Camera's
- Property should be used to its highest and best use

- No
- This question deserves serious study by the Historical Society
- No, Acres of Books should be relocated
- Yes, Shade of Africa
- It's a serious judgment call regarding benefit versus cost to maintain
- Façade only
- No, if impedes development of the block
- Acres of Books, moving it would be prohibitively expensive
- Acres of Books building, American Hotel, City Hall East building
- Acres of Books façade only
- Preserve Acres of Books business not building
- Acres of Books should be integrated into the development
- Acres of Books and Terry's Camera
- Acres of Books integrated into the project
- Façade of Acres of Books
- Acres of Books
- No
- Acres of Books
- Acres of Books
- Yes, Acres of Books
- Yes, Acres of Books
- Relocate Acres of Books
- No, not worth saving
- Yes
- If it can be saved
- No
- Acres of Books
- Acres of Books
- Facades only
- Acres of Books, compare it to Powells book store in Portland, Or.
- Preserve all historic buildings or provide adaptive re-use
- No
- No
- No
- Acres of Books should be integrated into the development
- Shade of Jensen's
- Acres of Books
- Acres of Books
- Acres of Books
- No
- Acres of Books
- Integrate Acres of Books into the project
- Façade only
- Yes, keep all as long as they look clean and nice

- No
- Acres of Books integrated into the project
- Acres of Books
- No
- Preserve by recording (pictures/etc.)
- Façade Maintained
- Keep business (Acres of Books) <> Community Value
- Shades of Africa -Business -Building

9) Three ideas about how parking can be provided for development of the Broadway Block and East Village.

- Underground parking like they do in Europe
- Create a parking management district, SCE parking structure
- Remote parking with blue line
- Underground, pedicabs, ensure parking doesn't front the street
- Off-site parking, free shuttles, and free loaner bikes
- Build public parking
- Underground parking, off-site parking with transportation
- Underground parking, shuttle to the convention center
- Multiple level parking with separate entry
- Underground and shuttle service
- Underground parking, no additional use existing SCE
- Underground
- Underground
- Shuttle from other areas, underground parking
- Underground parking, structure
- Underground parking
- Underground parking
- Underground parking
- Underground parking
- Underground parking
- Building a parking structure on the interior of the block
- Underground parking
- 20 minute free street parking
- Off-site parking, free shuttles
- Parking structure, underground parking, parking all around the structure
- Parking structure
- Underground parking
- Shared parking
- Underground parking where possible
- Underground
- Public transportation; shuttles from other areas of Long Beach
- Underground parking
- Underground parking

- Shuttle from downtown continue purple buses to 1st Street
- Underground
- Wal-Mart structure return to City ownership, underground parking
- Underground parking
- Parking structure, underground parking
- Parking structure
- Parking structure
- Rent parking spaces, shared parking
- Partner with existing hotel to make spaces available
- Pay parking, encourage use of bike stations, use LB transit and shuttle
- Underground parking and use of shuttles
- Parking structure, underground parking, designate a special lot for parking
- Underground parking, SCE parking, B of A parking
- Underground parking
- Underground parking, and shuttle parking
- Underground parking and minimize surface parking
- Use public transit system
- Underground parking
- Centralized underground
- Edison Building
- Comprehensive Plan (parking district, transportation)
- Free Shuttles/bikes/cabs
- Utilize Existing Parking (Coordinate with property owners)

Note: Comments were not edited for grammar, although obvious spelling mistakes were corrected.